

Organ Mountains-Desert Peaks --Local Business Impact

Visit Las Cruces



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How is the Organ Mountains-Desert Peaks National Monument (OMDP) important to your business?

As the primary tourism agency in Las Cruces, our purpose is to highlight the many activities and events happening in our community to potential visitors. Since the designation of OMDP, we have seen a 150% increase in interest for the monument on our website. Recognizing the incredible draw the monument has for visitors, we worked with local organizations to create the Monuments to Main Street Month in September of 2015 and it has been an incredible opportunity for both local residents and visitors to enjoy our public lands.

When visitors stay in our hotels, they are contributing to our lodger's tax, spending money in our community, and telling others about our wonderful area. At Visit Las Cruces, we continue to promote the outdoor recreation opportunities in the monument while also highlighting its incredible natural resources and rich cultural history.

September's Monuments to Main Street events allow locals and visitors alike dozens of choices to take part in many specialty tours and hikes, yoga on the monument, musical events, and celebrations. These experiences are what make the monument so important to our city and demonstrate the uniqueness of southern New Mexico.

How do you see OMDP Benefitting the community?

Getting visitors to spend the night in Las Cruces and to shop and support our local businesses is our primary goal. The increase in visitor ship to our area has resulted in an increase in business for outdoor recreation, restaurants, specialty shops, and more. Additionally, when we are attending tourism conferences throughout the country, we have this marketing jewel with our monument that we share with our colleagues in other states, enticing more visitors to our beautiful state.



Las Cruces Green Chamber of Commerce
www.localascruces.com

